

Station KSL-TV SALT LAKE CITY  
 Advertiser ( ) PATRIOT MAJORITY  
 Product PATRIOT MAJORITY USA  
 Estimate# 1548  
 Buyer SPENCER WOOD  
 Phone#  
 Fax#

Agency ( ) WATERFRONT STRATEGIES  
 3050 K ST NW, SUITE 100  
 WASHINGTON, DC 20007  
 Agency C/P/I/P2/E //1548  
 Flight Dates 10/09/2012 - 10/15/2012  
 Hiatus Weeks  
 Salesperson Phone# 202-872-1155  
 Salesperson FAX#

**— CONTRACT COMMENT —**

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1.	TU-F	EARLY TODAY	5A-6A	:30	10/09-10/12	3	\$60.00	3
2.	TU-F	NEWS	6A-7A	:30	10/09-10/12	4	\$300.00	4
3.	M	NEWS	6A-7A	:30	10/15-10/15	1	\$300.00	1
4.	TU-F	TODAY SHOW	7A-8A	:30	10/09-10/12	2	\$700.00	2
5.	TU-F	TODAY SHOW	8A-9A	:30	10/09-10/12	2	\$475.00	2
6.	SU	SUN TODAY	7A-8A	:30	10/14-10/14	2	\$150.00	2
7.	SU	SUN TODAY	8A-9A	:30	10/14-10/14	2	\$200.00	2
8.	TU-F	TODAY SHOW	9A-10A	:30	10/09-10/12	3	\$180.00	3
9.	TU-F	RACHAEL RAY	10A-11A	:30	10/09-10/12	5	\$140.00	5
10.	M	RACHAEL RAY	10A-11A	:30	10/15-10/15	1	\$140.00	1
11.	TU-F	STUDIO 5	11A-12P	:30	10/09-10/12	4	\$140.00	4
12.	M	STUDIO 5	11A-12P	:30	10/15-10/15	1	\$140.00	1
13.	TU-F	12N NEWS	12P-1P	:30	10/09-10/12	4	\$170.00	4

Rep Order# 7894426 Vert# 3 Mod# 1 Status Confirmed Traffic Order# 24370 Last Received: 09/20/2012 10:34 AM  
 ECD Yes

Station	KSL-TV SALT LAKE CITY	Agency	( ) WATERFRONT STRATEGIES	Rep Firm				
Advertiser	( ) PATRIOT MAJORITY	3050 K ST NW, SUITE 100	( ) WASHINGTON					
Product	PATRIOT MAJ USA	WASHINGTON, DC 20007	Sales Office ( )					
Estimate#	1548	1/15/48	Salesperson ( )					
Buyer	SPENCER WOOD	Flight Dates 10/09/2012 - 10/15/2012	Salesperson Phone# 202-872-1155					
Phone#		Hiatus Weeks	Salesperson FAX#					
Fax#								
Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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14	M	12N NEWS	12P-1P	:30	10/15-10/15	1	\$170.00	1
15	TU-F	TODAY SHOW	1P-2P	:30	10/09-10/12	4	\$100.00	4
16	M	TODAY SHOW	1P-2P	:30	10/15-10/15	1	\$100.00	1
17	TU-F	DAY'S OF OUR LIVES	2P-3P	:30	10/09-10/12	4	\$200.00	4
18	M	DAY'S OF OUR LIVES	2P-3P	:30	10/15-10/15	1	\$200.00	1
19	SU	SUN EDTN	9A-930A	:30	10/14-10/14	1	\$100.00	1
20	SU	HIST OF SAINTS	1030A-11A	:30	10/14-10/14	1	\$100.00	1
21	TU-F	DR. PHIL	3P-4P	:30	10/09-10/12	6	\$130.00	6
22	M	DR. PHIL	3P-4P	:30	10/15-10/15	1	\$130.00	1
23	TU-F	KATIE	4P-5P	:30	10/09-10/12	6	\$130.00	6
24	M	KATIE	4P-5P	:30	10/15-10/15	1	\$130.00	1
25	TU-F	NEWS	5P-530P	:30	10/09-10/12	4	\$525.00	4
26	M	NEWS	5P-530P	:30	10/15-10/15	1	\$525.00	1
27	TU-F	NEWS	6P-630P	:30	10/09-10/12	5	\$485.00	5
28	M	NEWS	6P-630P	:30	10/15-10/15	1	\$485.00	1
29	TU-F	NEWS	630P-7P	:30	10/09-10/12	4	\$475.00	4

Showing Buylines: All Lines					
Agency ( ) WATERFRONT STRATEGIES					
3050 K ST NW, SUITE 100					
WASHINGTON, DC 20007					
Agency C/P/UP/Z/E 10/09/2012 - 10/15/2012					
Flight Dates					
Hiatus Weeks					
Time	Len	Dates	Spots/Week	Rate	Total Spots
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12P-1P	:30	10/15-10/15	1	\$170.00	1
1P-2P	:30	10/09-10/12	4	\$100.00	4
1P-2P	:30	10/15-10/15	1	\$100.00	1
2P-3P	:30	10/09-10/12	4	\$200.00	4
2P-3P	:30	10/15-10/15	1	\$200.00	1
9A-930A	:30	10/14-10/14	1	\$100.00	1
1030A-11A	:30	10/14-10/14	1	\$100.00	1
3P-4P	:30	10/09-10/12	6	\$130.00	6
3P-4P	:30	10/15-10/15	1	\$130.00	1
4P-5P	:30	10/09-10/12	6	\$130.00	6
4P-5P	:30	10/15-10/15	1	\$130.00	1
5P-530P	:30	10/09-10/12	4	\$525.00	4
5P-530P	:30	10/15-10/15	1	\$525.00	1
6P-630P	:30	10/09-10/12	5	\$485.00	5
6P-630P	:30	10/15-10/15	1	\$485.00	1
630P-7P	:30	10/09-10/12	4	\$475.00	4

Rep Order# 7894426  
EC'd Yes

Ver# 3 Mod# 1 Status Confirmed

Station	KSL-TV SALT LAKE CITY			Agency	WATERFRONT STRATEGIES			Traffic Order# 24370	Last Received: 09/20/2012 10:34 AM	Printed: 09/20/2012 9:26 AM
Advertiser	( ) PATRIOT MAJORITY			Agency	( ) WASHINGTON			Sales Office	Showing Buylines: All Lines	
Product	PATRIOT MAJ USA			Agency C/P/L/P2/E	( ) JAMIE ANDRUS			Salesperson		
Estimate#	1548			Flight Dates	10/09/2012 - 10/15/2012			Salesperson Phone#	202-872-1155	
Buyer	SPENCER WOOD			Bilatus Weeks				Salesperson FAX#		
Phone#										
Fax#										
In	Day	Program		Time	Len	Dates		Spots/Week	Rate	Total Spots
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30	M	NEWS		630P-7P	:30	10/15-10/15	1		\$475.00	1
31	SA	NEWS		6P-630P	:30	10/13-10/13	1		\$225.00	1
32	SA	GAME NIGHT LIVE		630P-7P	:30	10/13-10/13	1		\$100.00	1
33	M	VOICE		7P-9P	:30	10/15-10/15	1		\$3,700.00	1
34	TU	GO ON/NEW NORMAL		8P-9P	:30	10/09-10/09	1		\$2,500.00	1
35	F	GRIMM		8P-9P	:30	10/12-10/12	1		\$1,300.00	1
35	F	DATELINE		9P-10P	:30	10/12-10/12	1		\$1,000.00	1
37	SA	NEWS		10P-1035P	:30	10/13-10/13	1		\$1,100.00	1
38	TU-F	TONIGHT SHOW		1035P-1137P	:30	10/09-10/12	4		\$600.00	4
39	M	TONIGHT SHOW		1035P-1137P	:30	10/15-10/15	1		\$600.00	1
40	TU-F	FALLON		1137P-1236A	:30	10/09-10/12	3		\$250.00	3
41	SU	NFL		615P-930P	:30	10/14-10/14	1		\$4,500.00	1
42	SU	SPORTSBEAT		930P-10P	:30	10/14-10/14	1		\$500.00	1

—REPORT TOTALS—  
Report Totals: 94 / \$37,765.00

—SALES MONTHLY TOTALS—

4 of 4

Rep Order# 7894426 Ver# 3 Mod# 1 Status Confirmed Traffic Order# 24370 Last Received: 09/20/2012 10:34 AM  
EC'd Yes

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) PATRIOT MAJORITY  
Product PATRIOT MAJORITY USA

Estimate# 1548

Buyer SPENCER WOOD

Phone#

Fax#

Oct 12: 94 / \$37,765.00

Sales Totals: 94 / \$37,765.00

Station Totals: 94 / \$37,765.00

Lines not sent/reqd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals

\$188,825

CABL

KJZZ 0%

KUTV 0%

KSL 20%

NSL 0%

KSTU 0%

UNID 80%

KTVX 0%

Agency ( ) WATERFRONT STRATEGIES

3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007

Agency C/P/P/Z/E //1548

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Showing Baylines: All Lines

Rep Firm ( ) WASHINGTON

Sales Office ( ) JAMIE ANDRUS

Salesperson ( )

Salesperson Phone# 202-872-1155

Salesperson FAX#

Showing Baylines: All Lines

Rep Firm

Sales Office

Salesperson

Salesperson Phone#

Salesperson FAX#

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RA35+

Books

Demos